

Kids Involuntarily Inhaling Secondhand Smoke (KIISS) Shared Learning Conversation February 16, 2005

(Reporting period: September 1, 2004 to February 16, 2005)

OUTCOMES:

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.
 - 1. Currently training: Sutter Roseville & Sutter Auburn Hospitals
 - 2. Able to train by June 1, 2005: Head Start and Placer County Child Abuse and Prevention Council.
 - 3. Able to train by April 1, 2006: WIC, MIC, Kaiser, Tahoe Health & Human Services, Channa & Adalante High Schools.
 - 4. Able to train by December 31, 2006: PC Tobacco Coalition

PERFORMANCE MEASURES:

- Demographics broken down by age, gender, ethnicity, and when materials were received—tabulated from questionnaires.
 - 1. Attachment A: Ethnic demographics provided by WIC
 - 2. Attachment B: Revised KIISS survey for capturing own age, gender, ethnicity data.
- Number of collaborative projects and resulting activities.
 - 1. Sutter Roseville: New baby classes, 90 per month
 - 2. Sutter Auburn: New baby classes, 25 per month
 - 3. Placer County Tobacco coalition, varies
- Number of events where exhibits are provided including physical location and type of event.
 - 1. Babys 'R Us, Roseville, parking lot health fair

- 2. Loomis Health & Safety Fair, Loomis, park
- 3. Galleria Outcome Fair, Roseville, mall
- 4. Lincoln Health Fair, Lincoln, High School
- Number of stories on secondhand smoke and children's exposure
 - 1. Pitched story on New Years resolution to make home smoke free it was not picked up.
 - 2. Researched stories on cognitive learning impairment in homes where children are exposed to secondhand smoke
- Personal Testimonials from parents or caregivers
 - 1. First Five Partner's Luncheon: 1-25-05: Maureen Burness remarked that she had given pamphlet to her pregnant daughter-in-law to encourage her not to smoke around the baby. Not only did the new mother do that, but she then quit smoking herself too.
 - 2. WIC Presentation 1-18-05: Grandmother child care giver listened to entire KIISS presentation then went outside, put baby in the car seat, and lit cigarette and drove away.
 - 3. WIC Presentation 2-15-05: Young mother complained that every time her baby went with her husband or dad who both smoke the infant develops croup. The men folk claim secondhand smoke is not the cause. Mom will try to educate them again.
 - 4. Other: Survey follow-ups, etc.
 - Attachment C: WIC survey answers revealing the lack of knowledge participants had on secondhand smoke, and the subsequent impact our presentations had on their treatment of it.
 - Attachment D: Smoking rates reported by WIC participants in homes, cars.
 - Attachment E: Changes where smoking is allowed in homes and cars of participants after presentation.
 - Attachment F: Impacts KIISS presentation had on WIC participants (attitude and action).
- Number of trainings performed broken down by type of group and number of participants
 - 1. WIC trainings: 11 (132 participants)
 - 2. Dr. Visits: 28

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- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
 - 1. Attachment G: Agencies distributing KIISS message and materials
- Qualitative self assessment of program activities "lessons learned" along with follow-up activities
 - 1. Need to do a better job of capturing testimonials and ethnic breakdown of those served
 - 2. Need to be 100% consistent on distribution of surveys
- Amount of materials distributed to major collaborators
 - 1. 2329 Home & Car Pamphlets since September 1, 2004
 - 2. 100 decals to Placer County Safe Kids